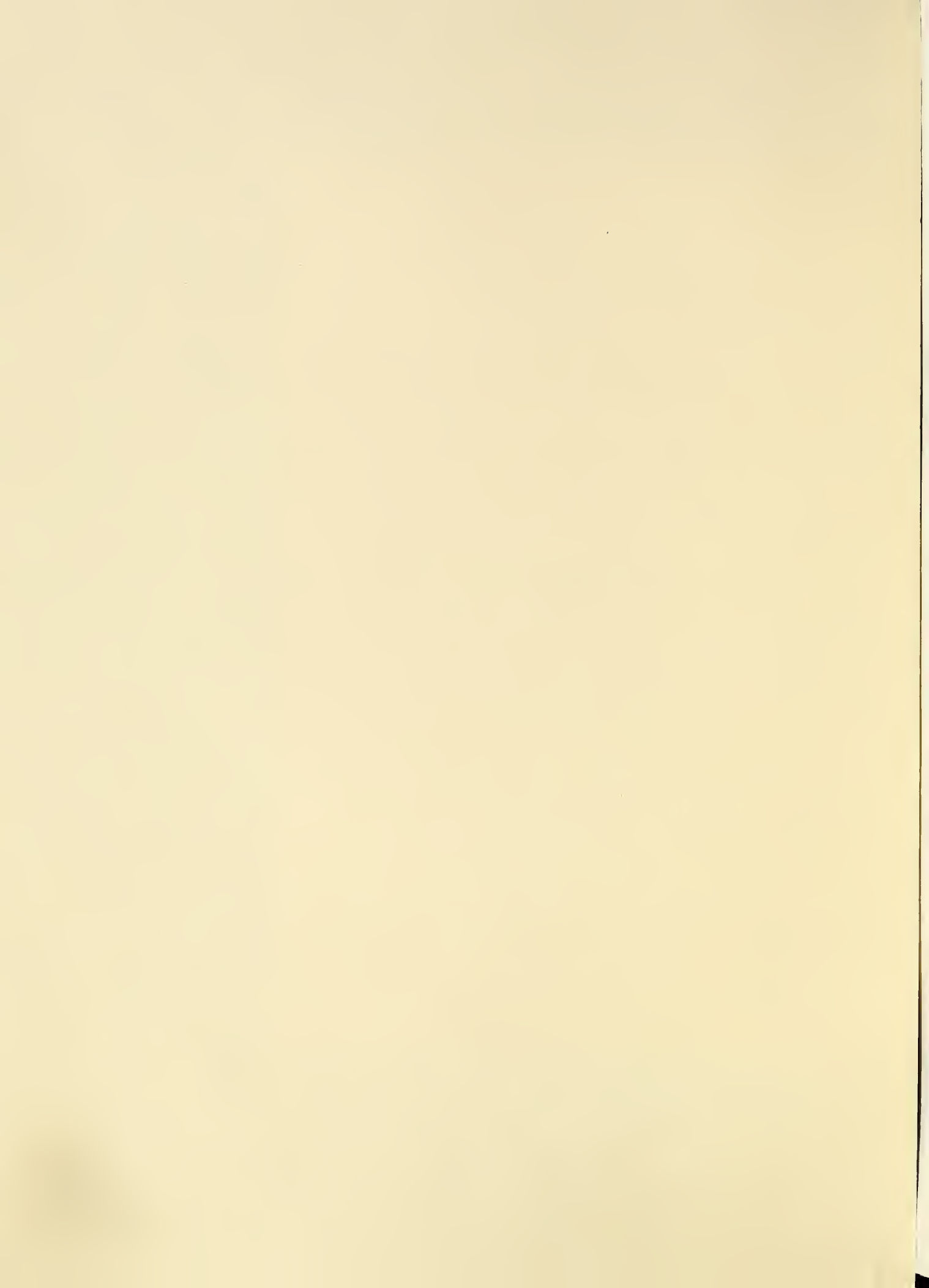


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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2508

May 17, 1991

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PROGRAM SIGNUP -- Producers have signed contracts to enroll 167.5 million acres of feed grain, wheat, upland & extra-long staple cotton & rice in the 1991 commodity acreage reduction programs, USDA says. Under the contracts, 16.9 million acres will be designated as Acreage Conservation Reserve. In addition, 11.3 million acres will be idled under the 0/92 & 50/92 provisions of these programs & 0.5 million acres will be planted to minor oilseeds under the 0.92 provisions. **Contact:** Bob Feist (202) 447-6789.

DEVELOPING ECONOMIES -- While hunger, poverty & low living standards remain major economic concerns for developing countries, prospects of increased trade within a more open trading system should contribute to improved economic growth in the 1990's, USDA economists say. In the 1980's, economic policies in many of these countries were marked by a bias against agriculture, often the principal exporting sector. The well-being of the U.S. economy is affected by the fortunes of developing countries. **Contact:** Michael Kurtzig (202) 219-0680.

ECONOMIC IMPLICATIONS OF URUGUAY ROUND -- A new USDA report analyzes the economic implications of the Uruguay Round of GATT for U.S. agriculture. Even without specific quantitative estimates, the report says, it is clear U.S. agriculture will gain from an agreement because it will increase the demand for U.S. ag products. **Contact:** James Vertrees (202) 475-4587.

FARM WOMEN'S FORUM -- USDA is coordinating the "1991 Farm Women's Forum," which will be held June 13 & 14 in Washington, D.C. This year's forum will feature the three E's for the 1990's -- energy, economics & environment. Events include briefings by Sec. Madigan & top USDA staff, as well as key White House staff. **Contact:** Sally Katt (202) 447-2798.

FOLKLIFE FESTIVAL -- "Family Farming in the Heartland" is one of three themes that will be part of the 25th annual Folklife Festival on the Mall in Washington, D.C., June 28 - July 7. USDA is co-sponsoring the activity with the Smithsonian Institution. Living presentations & demonstrations at the festival will illustrate the cultural importance & significance of family farming. **Contact:** Sue Nelson (202) 447-7226.

BIOTECH CONFERENCE -- USDA will hold a national conference on federal & state regulation of biotechnology in St. Louis, Mo., July 29 - 31. Subject of the conference will be: "Transgenic Plants: Regulatory Path to Commercial Production." **Contact:** Amichai Heppner (301) 436-5222.



BLOOD PRESSURE MONTH -- May is High Blood Pressure Month, a time when Americans should review their eating habits & general lifestyle to avoid any health problems associated with the disease, says **Beth Reames**, a nutritionist with the Louisiana Cooperative Extension Service. Excessive salt intake is associated with high blood pressure in some people, Reames says. Anyone with high blood pressure should be aware of ways to cut salt intake & Reames has suggestions for doing that. **Contact:** Beth Reames (504) 388-4141.

FRESH TOMATO STANDARDS -- On June 12, USDA will revise U.S. standards for grades of fresh tomatoes on June 12. The new standards will establish four sizes -- small, medium, large & extra large -- & require tomato size be marked on containers. The revisions reflect changes in modern marketing & packaging methods, says **Daniel D. Haley**, administrator of USDA's Agricultural Marketing Service, & respond to an industry initiative. **Contact:** Clarence Steinberg (202) 447-6179.

BIRD STUDY -- USDA, in cooperation with the FAA, is launching a \$1.9 million study of new ways to reduce collisions between birds & airplanes. "At first glance, it's hard to believe a one-pound sea gull can damage an airplane," says **James W. Glosser**, administrator of USDA's Animal & Plant Health Inspection Service, "but in fact, the airline industry reports well over \$25 million per year in damages from birds." The site for the five-year study is Sandusky, Ohio, the field station of the Denver Wildlife Research Center. **Contact:** Amichai Heppner (301) 436-5222.

SUPPLY & DEMAND -- Early-season projections from USDA suggest the world wheat crop will decline from the 1990-91 record; world oilseed supplies will remain relatively large; and U.S. beef production in 1991 is estimated modestly above a month ago & steer prices are slightly reduced. USDA projects global grain production around 2 percent below the 1990-91 level, as both U.S. & foreign output decline. **Contact:** Ray Bridge (202) 447-5447.

MICROWAVES EXPLODING IN HONG KONG -- Even though Hong Kong conjures up food images of steamed dumplings, the advent of the microwave oven is giving U.S. marketers food for thought as they get ready to introduce microwaveable products & meals to Hong Kong. In 1989, roughly 16 percent of households owned microwaves. Greatest microwave potential for Hong Kong sales: sandwiches, French fries, snacks, soups & pasta, popcorn & entrees. **Contact:** Lynn K. Goldsbrough (202) 382-9442.

CHOOSING MULCH COLOR -- Choosing the right color of mulch will increase plant growth, say USDA scientists. Southern peas, for example, perform better with red mulch. In previous experiments, the scientists found tomatoes had the highest yield when grown using red mulch. **Contact:** Patrick Hunt (803) 669-5203.

Editor: Marci Hilt Phone: (202) 447-6445

FROM OUR RADIO SERVICE

- AGRICULTURE USA #1771** -- The U.S. sweetener sector is a highly competitive one, with three major sweeteners -- sugar, high fructose corn syrup & artificial sweeteners -- competing for consumer preference & market share. On this edition of **Agriculture USA**, John Snyder has the first of a two-part series on sugar & sweeteners. (Weekly reel -- 13-1/2 minute documentary.)
- CONSUMER TIME #1253** -- Soviet citizens react to price increases; fines for forbidden fruit; U.S. fruit takes root in Singapore & Malaysia; pre-cookout food safety; grilling foods safely. (Weekly reel of 2-1/2 to 3 minute consumer features.)
- AGRITAPE NEWS & FEATURES #1761** -- USDA News Highlights; 1991 farm program signup results; economic reform in the USSR; a better wheat future; is BST safe? (Weekly reel of news features.)
- NEWS FEATURE FIVE #1420** -- Dogwood disease identified; origin of dogwood fungus unknown; protecting your dogwoods; tick control in campgrounds; comparing apples & mayhaws. (Weekly reel of research feature stories.)
- UPCOMING ON USDA RADIO NEWSLINE** -- Tues., May 28, cotton/wool outlook; Wed., May 29, export outlook, world sugar outlook; Thurs., May 30, world tobacco situation; Fri., May 31, ag prices; Mon., June 3, horticultural exports; Tues., June 4, crop/weather update; Fri., June 7, tobacco outlook. (These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION NEWS SERVICE

(Week of May 16, 18 & 20, 1991)

- FEATURES --** DeBoria Janifer reports on growing & selling herbs; Pat O'Leary reports on black walnut tree research; Will Pemble on USDA research to control fruit ripening; Gary Beaumont of the University of Illinois on crossbreeding U.S. & Chinese pigs.
- ACTUALITIES --** Norton Strommen, USDA meteorologist, with a crop & weather update; USDA Outlook Board Chairman James Donald on latest crop report; Michael Kurtzig, USDA economist, on developing economies; Catherine Adams, of USDA Food Safety & Inspection Service, on poultry safety; USDA Farm Program Official Charles Shaw on dairy relief measures.
- UPCOMING FEATURES --** Pat O'Leary reports on rural American history; Lynn Wyvill on the U.S. forest system centennial; DeBoria Janifer on perennial care.
- EVERY OTHER WEEK:** Agriculture Update, five minutes of USDA farm program info, in news desk format with B-Roll footage.

Available on Satellite Westar IV, Transponder 12D (Channel 23), audio 6.2 or 6.8:

THURSDAY7:30 - 7:45 p.m., EDT
 SATURDAY10 - 10:45 a.m., EDT
 MONDAY8 - 8:45 a.m., EDT

OFFMIKE

FARM BROADCASTING...is really fun, according to Julie Claffen (FFA National Vice President, Blue Hill, Neb.). She sat in recently for Dennis Morrice (KMMJ, Grand Island, Neb.) airing market reports & other items on the noon program. Julie says it was a great experience & Dennis says listeners said they enjoyed it, too.

NAFB NORTHEAST REGION MEETING...is scheduled June 7-9 in Burlington, Vt., says Jeff Stewart (Ag Radio Network, Utica, N.Y.). Vermont Governor Richard Snelling along with U.S. Senator Jim Jeffords (R-Vt) & other Northeast ag leaders have accepted invitations to attend. Jeff & Northeast V.P. Ron Hendren (WTAD, Quincy, Ill.) say you can fax registration to (315) 337-1566.

CONGRATULATIONS...to Chuck Zimmerman (Southeast Agrinet, Ocala, Fla.). He received the Meritorious Achievement Award of the National Agri-Marketing Association for his leadership in improving the programs & activities of the association's Florida chapter.

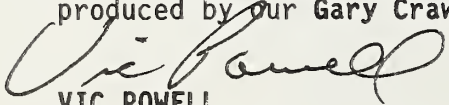
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Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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THANKS...to Doug Cooper (Iowa State University Extension Service, Ft. Dodge) & Jerry Perkins (Iowa Corn Promotion Board, West Des Moines) for their help to our Brenda Curtis during her production trip to Iowa. During her travels in the state she met with two former USDA radio interns, Kathleen Lonergan & Scott Erickson, both now serving in communications positions at Pioneer Hybrid.

AG PROGRAMMING...is getting into the air in new ways. A passenger on a U.S. Air flight called our Pat O'Leary regarding a feature Pat had produced. Instead of a movie the airline showed the program "Newsworthy" (Gregg Primo, Old Greenwich, Conn.) that contained Pat's feature on household hazards. Thanks to Greg Gibson (Mississippi State University) for his comments about how they use our TV programming in their weekly half-hour program, & to Lynn McClure (WDZ, Decatur, Ill.) for her letter about positive listener response to consumer programming produced by our Gary Crawford.



VIC POWELL
Chief, Radio & TV Division